

HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU



No. 1
OCT.-NOV.

LN 10



10¢

MAD

THAT THING!
THAT SLITHERING
BLOB COMING
TOWARD US!

WHAT
IS IT?

IT'S
MELVIN!





Greetings, you MAD readers! You're now holding in your MAD hands the very first MAD issue of MAD!

For us, the editors, this is a great occasion . . . for in the next few moments, you will be one of the many who are deciding the fate of MAD all over the country.

Many months ago, we had a meeting in the New York offices of Entertaining Comics. We decided we wanted to add another mag to our line . . . so we met behind locked doors to figure out what our new book would be. Well, we looked through our mail for a lead . . . we thumbed through our idea files . . . we paced the floor, beat our heads against the wall, and bit off all our fingernails! Should we do another war mag? No! Plenty of them on the stands already! Another science-fiction book? Nah! Market is filled to capacity! A horror book? Nyeh! Far too many of them around! Romance? Adventure? Western? Nope . . . nope . . . nope! We were tired of the war, ragged from the science-fiction, weary of the horror. Then it hit us! Why not do a complete about-face? A change of pace! A comic book! Not a serious comic book . . . but a COMIC comic book! Not a floppity rabbit, giggily girl, anarchist teenage type comic book . . . but a comic mag based on the short story type of wild adventure that you seem to like so well. THAT WAS IT! Immediately we leaped to our typewriters, our drawing boards, and our india ink . . . we worked like a crew of inspired demons! In no time at all, MAD was born.

You are now holding our dream child in your hands. We had a swell time creating MAD . . . and we hope that MAD will have a long successful life. But you, the reader, will decide that!

All right! We've said our piece. Now read! Enjoy yourself! When you're through with MAD, we'd like to know what you think of it. Any suggestions or criticisms you have to make will be greatly appreciated. Subscriptions to MAD, as to any other E.C. mag, will set you back 75c for six issues . . . full year's output! The address for letters or subscriptions is:

The Editors
MAD
Room 706, Dept. 1
225 Lafayette Street
N. Y. C. 12, N. Y.

The following is a complete list of titles published by



in the
order of
their
publication.

•
THE HAUNT
OF FEAR

•
WEIRD
SCIENCE

•
CRIME
SUSPENSTORIES

•
FRONTLINE
COMBAT

•
TALES FROM
THE CRYPT

•
WEIRD
FANTASY

•
THE VAULT
OF HORROR

•
SHOCK
SUSPENSTORIES

•
TWO-FISTED
TALES

TERROR DEPT.! PLEASE! WE WARN YOU! DO NOT READ THIS STORY! THROW THIS COMIC BOOK AWAY BEFORE IT IS TOO LATE!...VERY WELL, RASH FOOL! READ ON! BUT REMEMBER! WE WARNED YOU! THERE ARE MANY THINGS NOT MEANT FOR THE EYES OF MAN! OOOHHEEEHEEEHEEE...

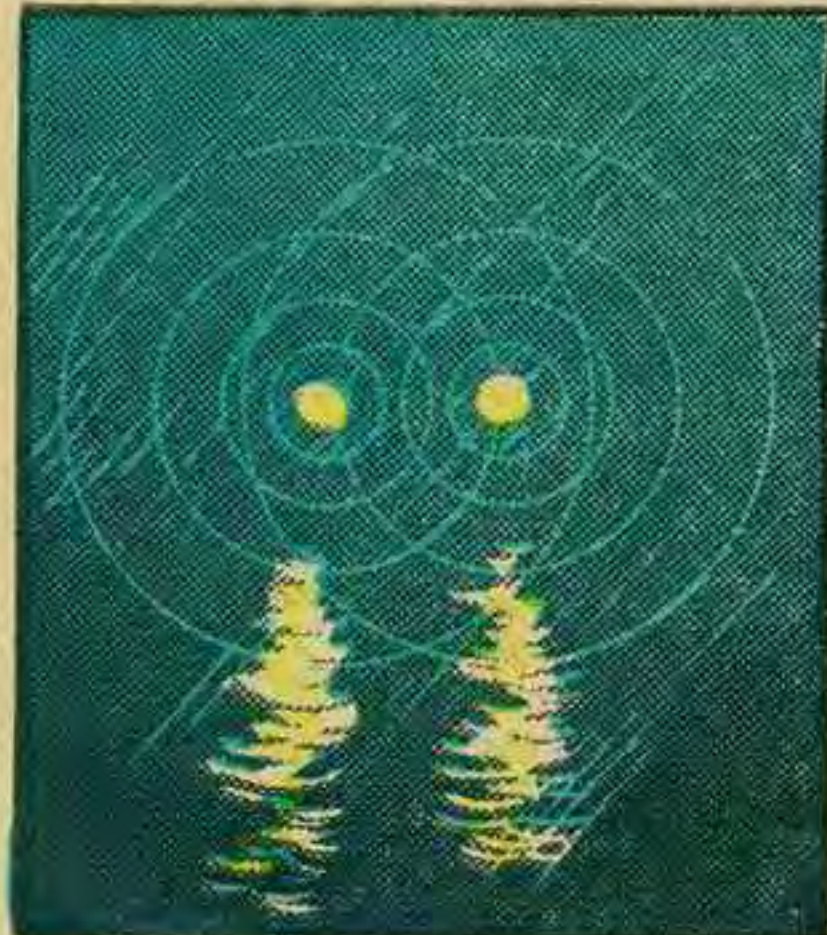
HOONAH!



NIGHT!... BLACK, WET, POURING NIGHT, WITH THE MUFFLED MONOTONOUS SIZZLE OF FAT RAINDROPS HITTING THE GROUND!

NIGHT... ROARING VELVETY NIGHT, PUNCTUATED BY BLUE-WHITE FLICKERING LIGHTNING AND BOWLING-BALL THUNDER!

NIGHT!... WHEN MEN SLEEP AND EVIL WAKES!...A BLACK SEDAN CAREENS THROUGH THE NIGHT, SWERVING MADLY ON THE WET ROAD!



GALUSHA! STOP SWERVING MADLY ON THE WET ROAD AND DRIVE WITH TWO HANDS! MUST YOU HUG ME ALL THE TIME?

I-I DON'T WANT HUGGIN' DAPHNE! I JUST WANT PROTECTION!



KAPOKA
KAPOKA
KAFONK
FZZT

GALUSHA! WHAT'S THE MATTER WITH THE CAR?

UH-OH! LOOK AT THE GAS METER! IT LOOKS LIKE WE'RE OUT OF GAS!



UP TO YOUR TRICKS AGAIN, EH, GALUSHA? WELL I'LL JUST GET OUT AND WALK!

HONEST, DAPHNE! NO GAS!



OUT OF GAS IN A RAINSTORM ON A DESERTED ROAD! HOW CONVENIENT, GALUSHA!

PLEASE, DAPH! HONEST!



MEN RESORT TO ANYTHING...! WELL, I'M NOT AFRAID! I'LL JUST WALK HOME...



...A LITTLE LATER, MAYBE!

LISTEN, DAPHNE! WE NEED HELP! I'VE GOT TO GET A BUCKET SO I CAN GO TO A GAS STATION AND BRING SOME GASOLINE BACK!



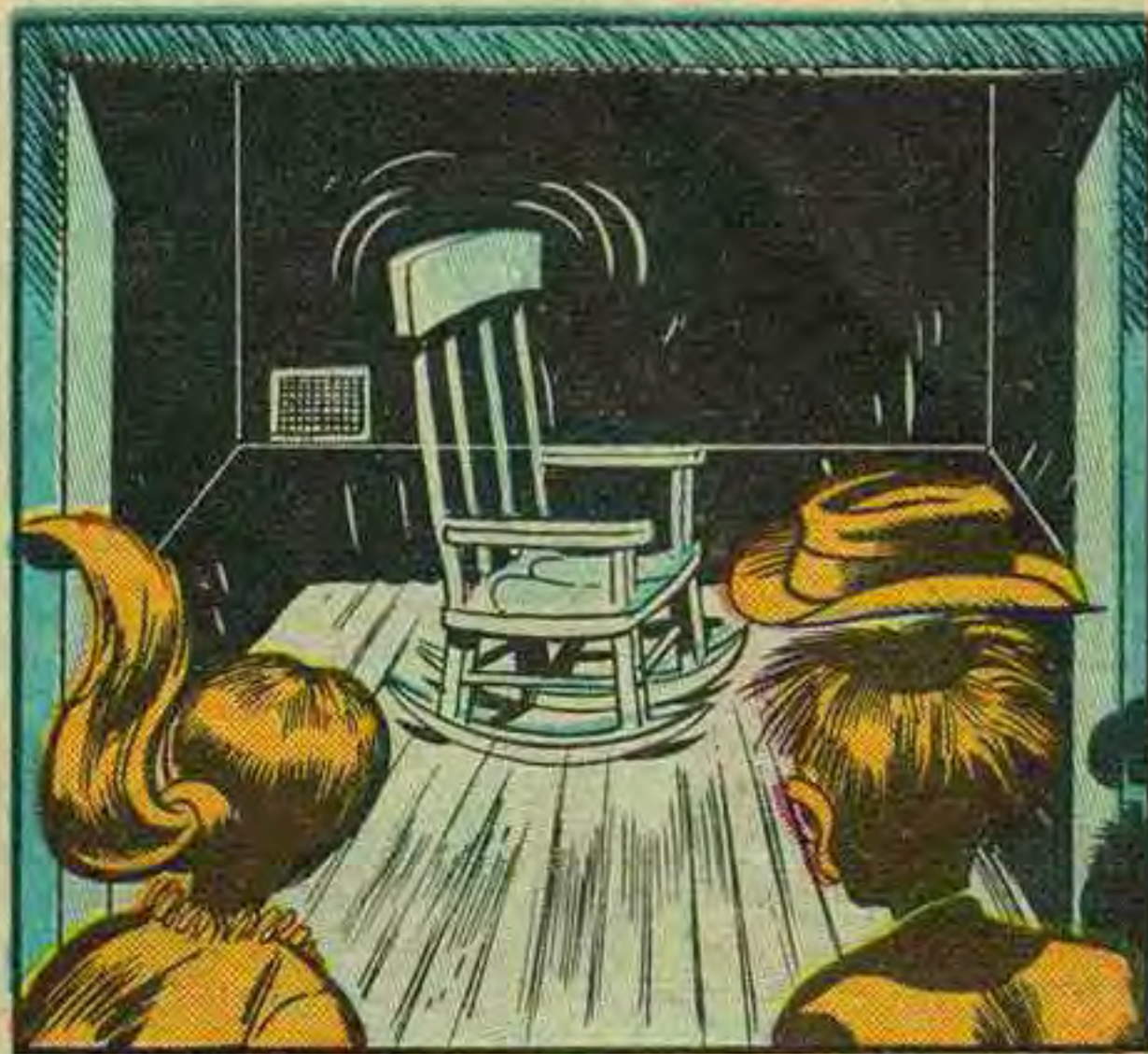
SUPPOSE'N I GO TO THAT HOUSE UP ON THE HILL THERE AND SEE IF I CAN BORROW A BUCKET, JUST SUPPOSE'N!

THAT HOUSE... ON TOP OF THAT HILL! OH N-NO, NO, GALUSHA... I MEAN GALUSHA! NOT THAT HOUSE!







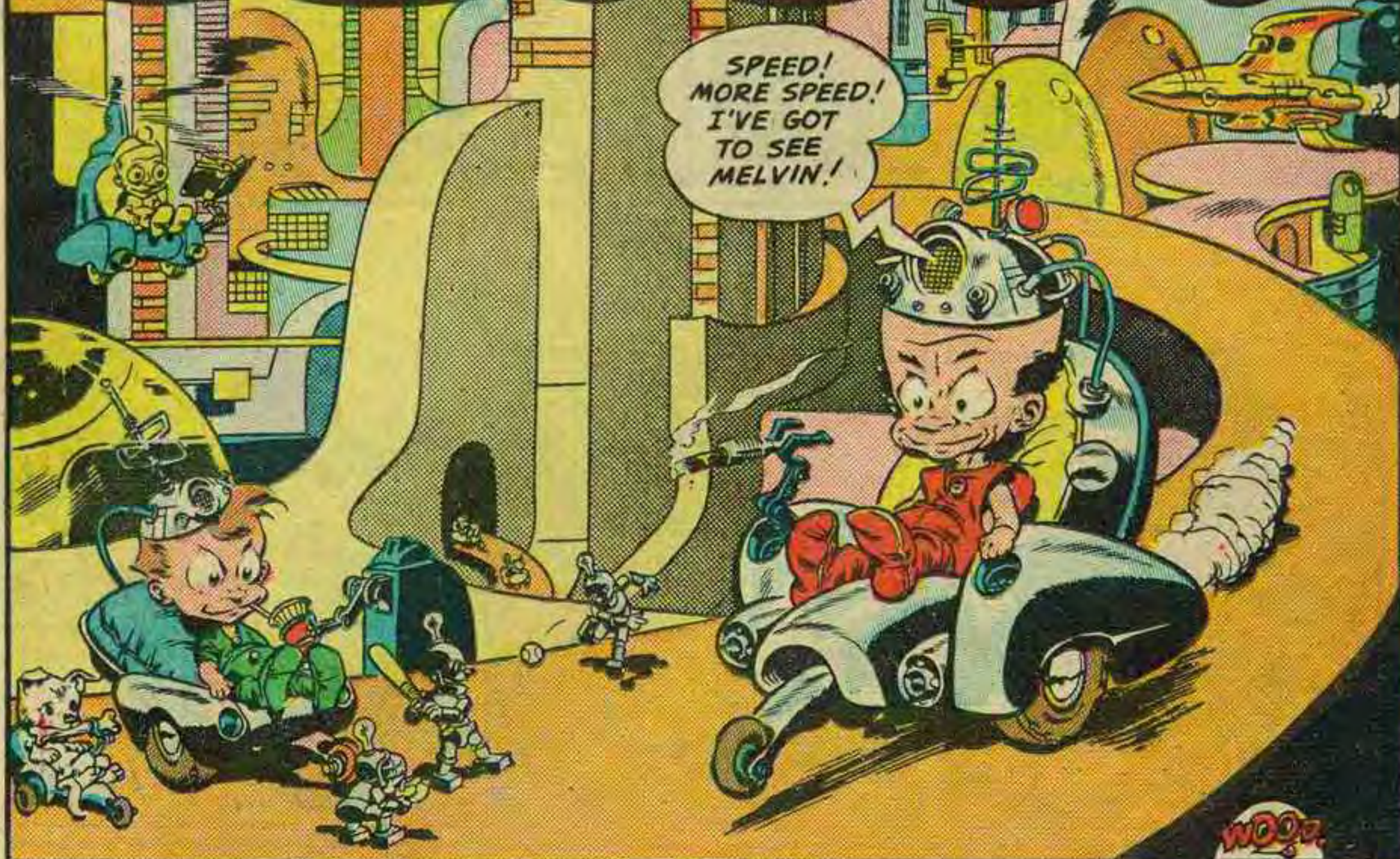






SCIENCE-FICTION DEPT.! GO FORWARD! GO FORWARD INTO SPACE, FORWARD INTO TIME! GO FORWARD... 1952! 1962! 1982! GO! GO TO 1,000,000 A.D.! THAT'S FAR ENOUGH! BACK UP A LITTLE! LOOK! THE EARTH! A MASS OF STEELY CITIES AND MEN! MEN? NO! NOT REALLY MEN! MORE LIKE...

BLOBS!



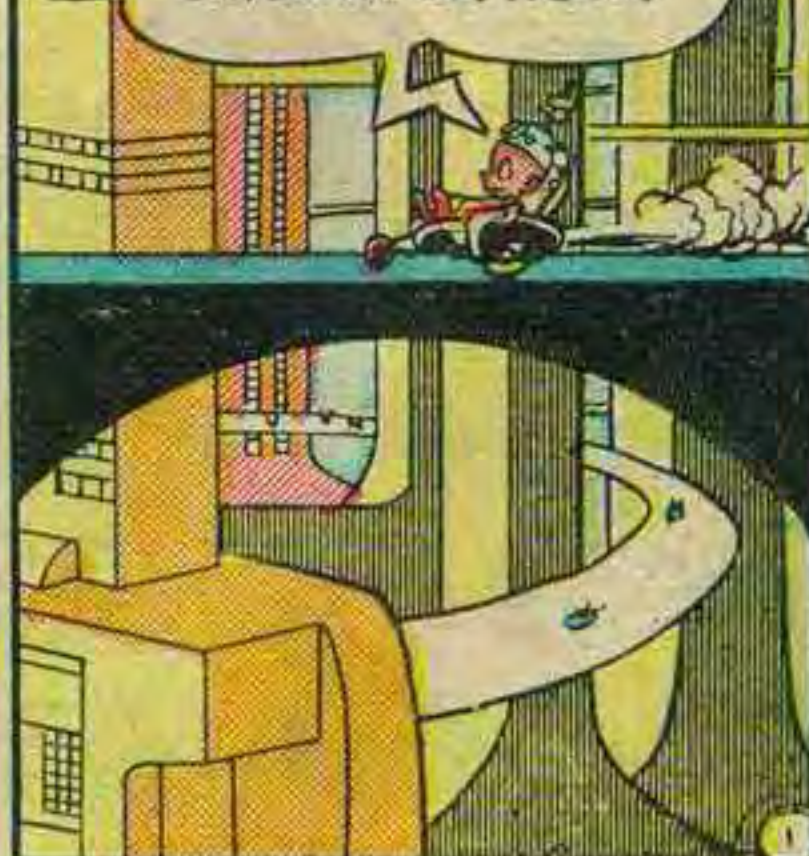
MELVIN, MY FRIEND! HE IS ONE OF THE FEW ACTIVE MINDS AROUND TODAY! I'VE GOT TO TELL HIM MY HORRIBLE THOUGHT!



MELVIN, MY BUDDY! ONE OF THE RARE BRAINS THAT STILL THINKS! I'VE GOT TO TELL HIM OF THE CALAMITY THAT MIGHT OVERTAKE US!



MELVIN, MY PAL! HE WILL UNDERSTAND WHAT I AM THINKING! HE WILL SYMPATHIZE WITH ME! AAAH... THERE'S MELVIN'S SKYSCRAPER NOW!





FROM WHAT I READ IN OUR HISTORY BOOKS, THE FIRST PRIMITIVE CAVE MAN WAS MUCH LIKE A WALKING APE!



HIS LIFE WAS VERY UNCOMPLICATED! HE NEVER **RODE** ANYWHERE, AS WE DO TODAY! HE HAD TO **WALK**... POOR CREATURE... ON HIS **FEET**!



I CAN'T UNDERSTAND WHY, BUT THE WRETCHED THING NEVER HAD **VITAMIN PILLS**, OR... OR **DEHYDRATED MEALS**! JUST **RAW FRUITS, BERRIES**, AND SOMETIMES, **MEAT**!



HIS SOCIAL LIFE WAS EQUALLY SIMPLE! AS I UNDERSTAND IT, IF HE SAW A FEMALE HE MIGHT DESIRE FOR A MATE, THERE WAS NO TAKING HER OUT TO A MOVIE OR SOME-SUCH!



HE SIMPLY WOULD **BASH** THE FEMALE ON THE HEAD WITH HIS FIST, OR SOME CONVENIENT BLUNT INSTRUMENT, AND **THAT** WOULD BE **THAT**! THERE WOULDN'T BE **ANYTHING ELSE** TO IT!



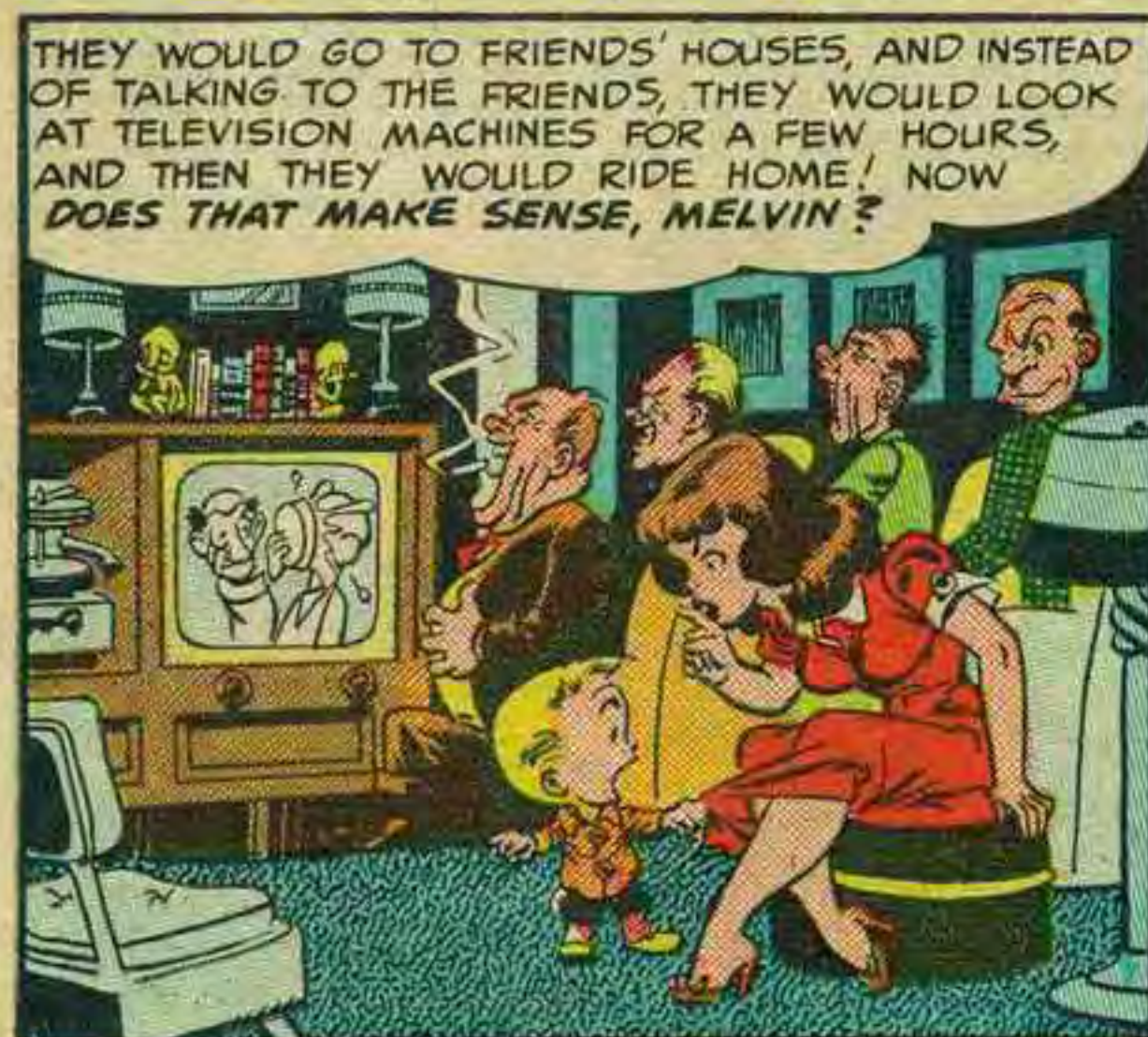
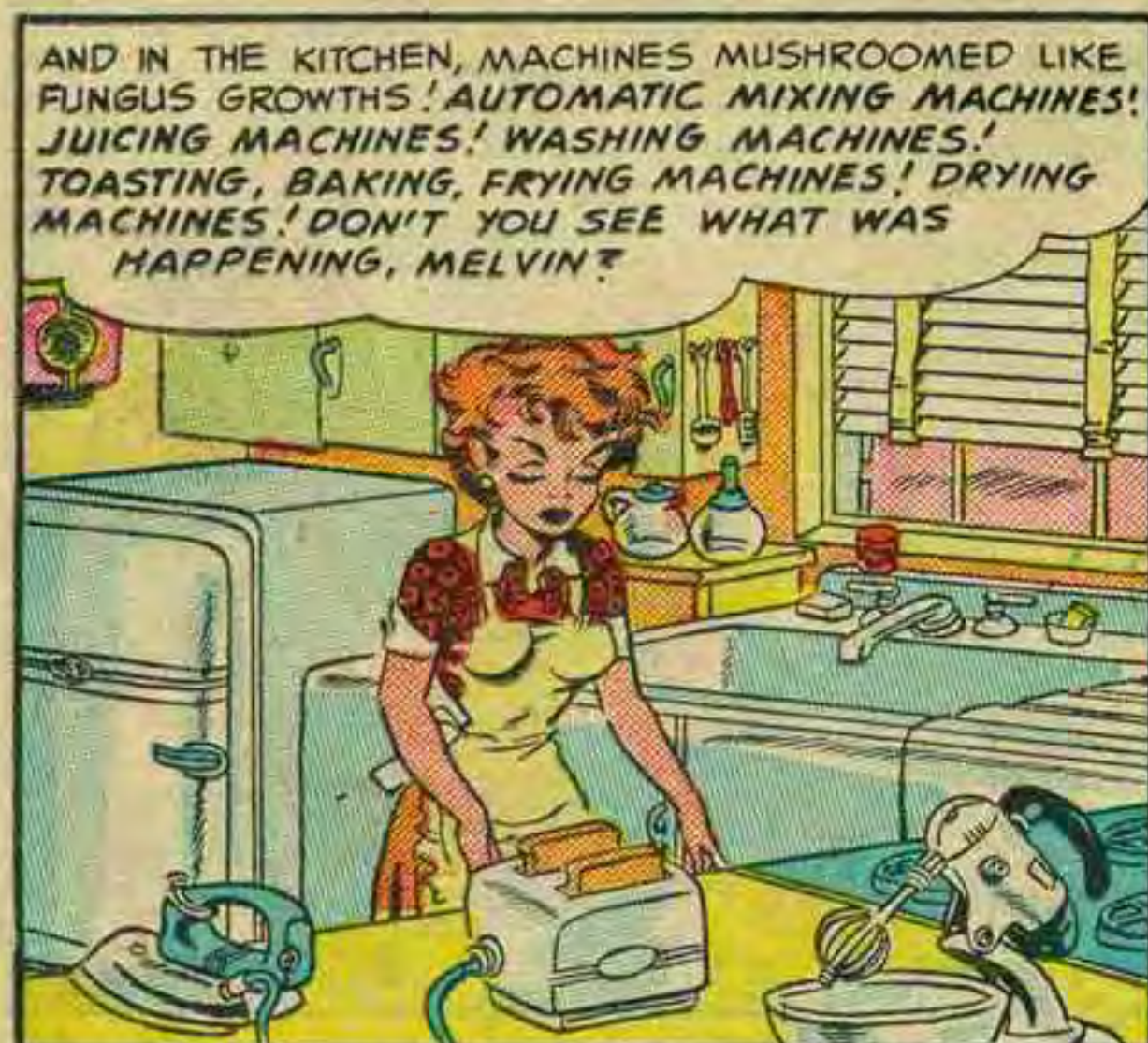
HE WOULD THEN **DRAW** THE FEMALE OFF TO HIS CAVE, AND THERE SHE WOULD REMAIN AS HIS WIFE! **SIMPLE! EFFECTIVE! AMERICAN!**... BUT EVEN THEN, THE **SICKNESS** WAS SETTING IN!

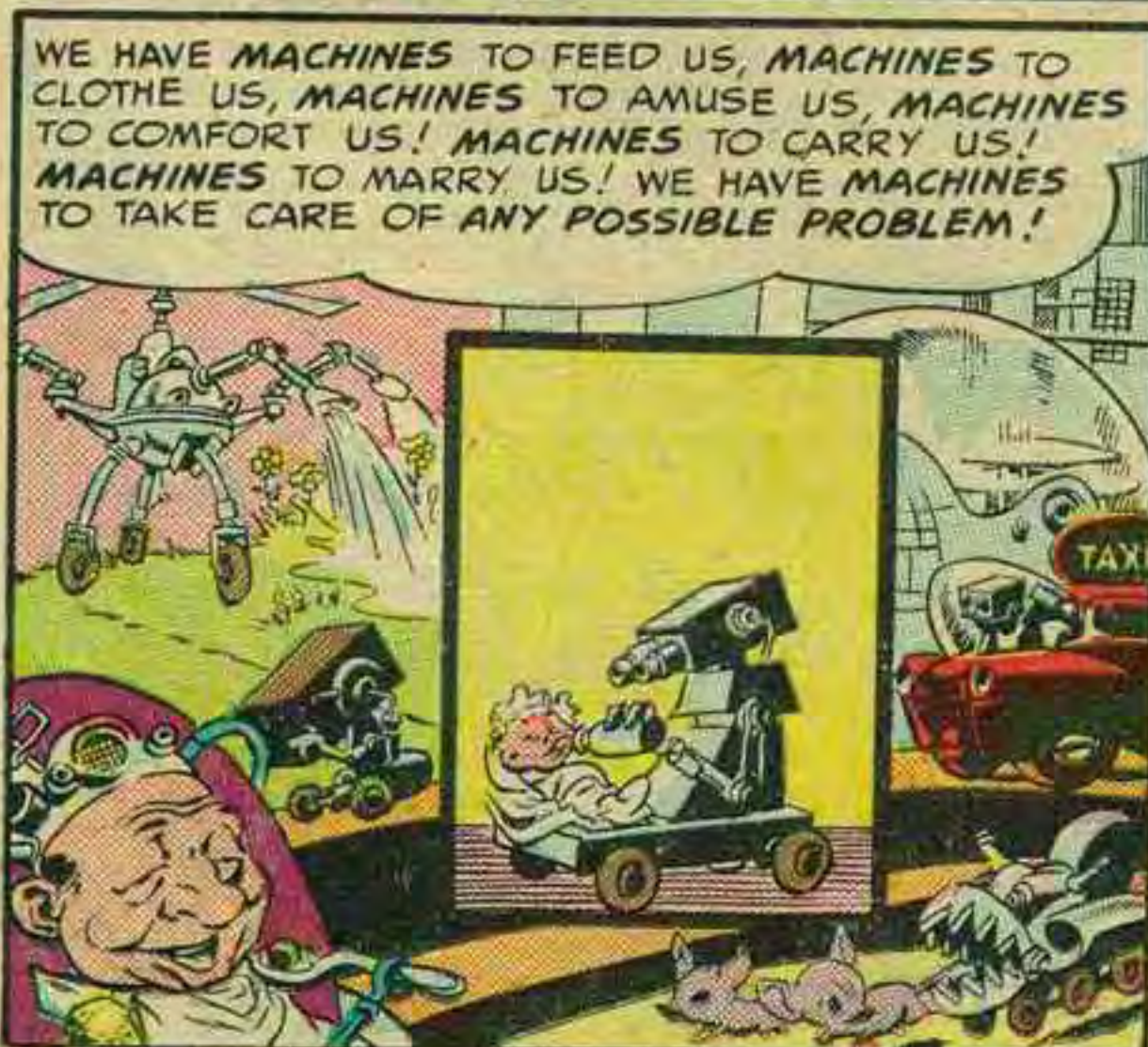


THAT BLUNT INSTRUMENT... THAT TOOL!... **THAT** WAS MAN'S MISTAKE! FOR **THAT TOOL**, WAS THE **FIRST** IN A HISTORY OF TOOLS THAT MAN WOULD FASHION TO DO HIS WORK FOR HIM!

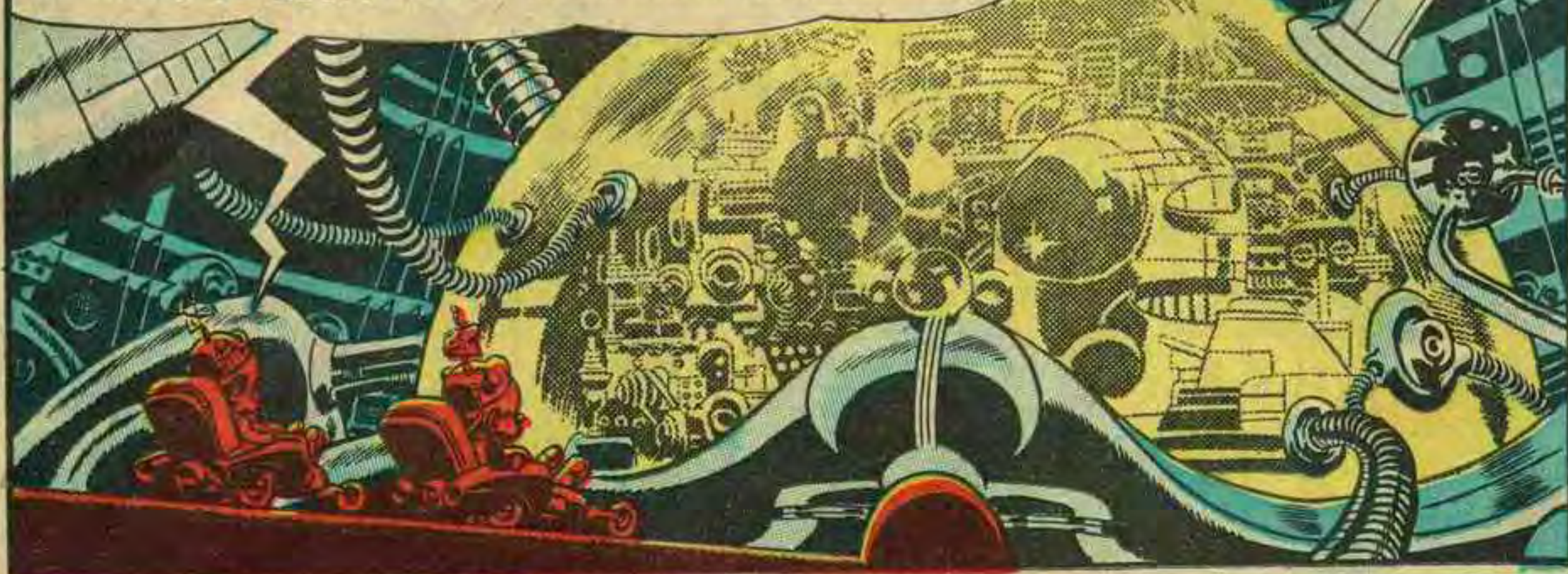


LEAPIN' ROCKETS!





AND THE HEART OF OUR WHOLE CIVILIZATION IS THAT MASTER MONSTER MACHINE THAT HOLDS THE COMPLEX MECHANISM THAT CONTROLS OUR WHOLE EXISTENCE! THE MACHINE WITHOUT WHICH WE WOULD BE LOST! DO YOU KNOW WHAT THAT MEANS?



WE HAVE EVEN DEVELOPED A MACHINE TO TAKE CARE OF THE MACHINE... TO FEED IT, TO REPAIR IT!



AND WITHOUT THE MACHINE, WE ARE COMPLETELY HELPLESS! SEE OVER THERE! HE ONLY HAS TO THINK OF AN ICE CREAM SODA! THE MACHINE GIVE IT TO HIM!



LOOK! LOOK OVER THERE! THAT FELLOW WANTS HIS BACK SCRATCHED! HE SENDS A THOUGHT COMMAND INTO THE MACHINE... IT SCRATCHES HIS BACK!



OVER THERE! THAT ONE WANTS ONE OF THOSE DISPOSABLE PREFABRICATED ROBOT WOMEN... ANCIENT 1952 HOLLYWOOD STYLE! HE PUTS A COIN INTO THE MACHINE AND GETS A ROBOT WOMAN! HAVE YOU NOTICED HOW LESS AND LESS MEN ARE GETTING MARRIED, AND MORE AND MORE OF THESE ROBOT WOMAN ARE BEING SOLD?



OUR CIVILIZATION IS GOING TO POT! WE LIE AROUND FROM DAY TO DAY SEEKING PLEASURE! DOING NOTHING! GETTING MORE AND MORE HELPLESS WITH EACH PASSING MOMENT!

SO... ALFRED! WHAT ARE YOU TRYING TO PROVE?

PROVE? PROVE? MELVIN! WHAT... WHAT IF THE MACHINE THAT REPAIRS THE MACHINE... BREAKS?

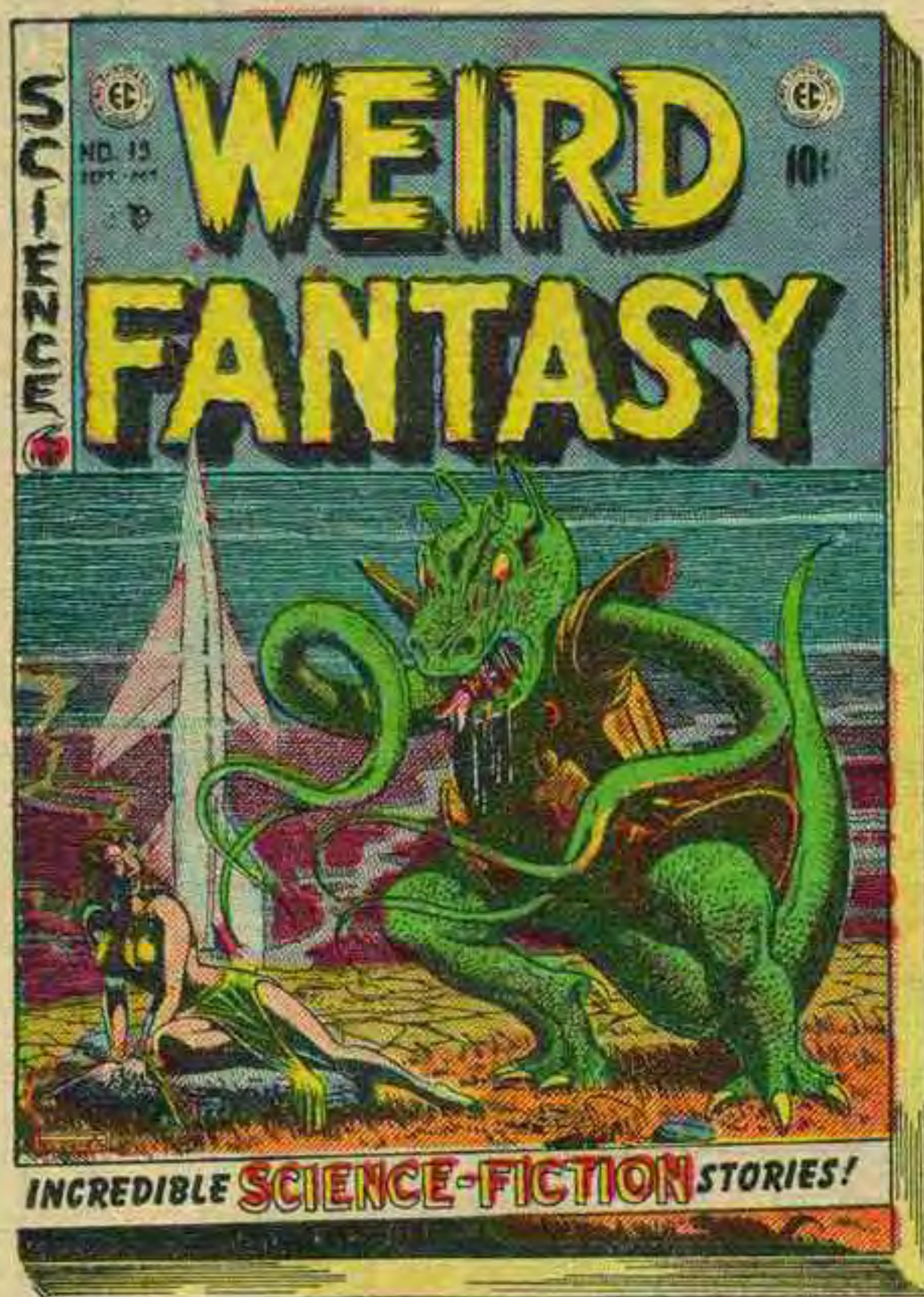




YES, DEAR READER! THE
MACHINE DID BREAK!

E.C. FANS!

**WE AT E.C. ARE PROUDEST
OF OUR SCIENCE - FICTION
MAGAZINES! LOOK FOR...**



**ANOTHER
"NEW TREND"
ENTERTAINING COMIC!
ON SALE NOW
AT ALL NEWSSTANDS!**

ENTER COSMO Mc MOON!

Captain Malfeasance O'Malley of the Bureau of Missing Persons was trying to console the unhappy and heart-broken couple who were sobbing holes through the hand-rolled, monogrammed Kleenex tissues he had received for Christmas! Poor Mr. and Mrs. Omar Kayak were weeping over the loss of their only son, little Lemur Kayak.

O'Malley grabbed the rest of the Kleenex out of their tear-soaked hands and shoved it into a desk drawer. "This department has left *no stone unturned* in searching for your son. In fact, the mayor has ordered us to put the sidewalks back as they were!! But be of stout heart, for I have called the eminent Professor Cosmo McMoon—of Embraceable U.—in on this baffling case!

"The professor is accomplished in many fields. He's the man who put chlorophyll in Sen-Sen! He's explored the wildernesses of the human mind with gun and camera! He's been *in* so many minds, he's practically *out* of his own!! Have you read his latest tome, 'The Rest of Your Mind May Not Work . . . But Your Medulla Oblong Gotta!'? He is also the force behind the proposed 'Impeach Ben Franklin' movement. Unfortunately, Franklin was never president. He is the author of our new financial recovery program. He plans to send all Americans to Europe to live off Uncle Sam. A marvelous plan . . . it would reduce taxes tremendously!"

The door flew open! A distinguished man with a tuning-fork beard, clad in a midnight-blue dinner jacket, yellow Tunisian trousers, and open-toed, hob-nailed boots, stomped in!

"I received your urgent message on my tie-clasp radio, O'Malley, just as I was presenting my latest bill to the Senate page-boys! A bill to empty the Pacific into the Atlantic by means of a coast-to-coast bucket brigade. No more would our glorious West be threatened with

floods! But what of the missing cherub?"

Mrs. Kayak began the strange tale amid sobs and wails.

"Our dear little Lemur was a healthy, alert and normal boy until the day I brought home that box of table salt from the grocer's."

"What's so unusual about a box of salt?", asked Cosmo.

"Nothing! It was a famous brand. You've seen it! It comes in a round red box with a yellow top and a little tin spout for pouring."

"Yes, go on please!"

"Well, on the box, in a diamond shaped frame, is a picture of a Shaker lady with a brown bonnet on her head. The lady is smiling and in her hand she's holding another box of salt and on it is a picture of another Shaker lady holding another box of salt on which there is a picture of—"

"I know . . . a Shaker lady with a box of salt!!! They keep diminishing. Go on, please!"

"Well, our dear little Lemur just sat for hours on end and stared from one Shaker lady on to the next. He seemed fascinated! And then one day . . . (sob) . . . he . . . (sob) . . . disappeared! And just when I was about to change to a brand of salt with just *one* little girl with an umbrella on the package! That's life! When it rains . . . it pours!"

Cosmo McMoon stroked his beard thoughtfully. Captain O'Malley dried some wilted Kleenex by the heat of his desk lamp. The poor Kayaks just sobbed. Then the magnificent mind of McMoon came up with the solution!

"My dear friends! Your little boy has gone off into another dimension—and I am sure he's very happy there. Yes, he has gone into INFINITY . . . with the Shaker lady! The infinite is the unattainable limit of an unending process of construction. The extended objects of our ordinary perception do not occupy all the span of our field of vision. Objects last for a longer or shorter period, before which they were not experienced and after which they are no longer experienced. Lemur has gone into infinity . . . right down to the last salt box in the hands of the last unseen Shaker lady!"

Now Mr. and Mrs. Omar Kayak were very happy. They hurried right home to talk to their little box of salt!



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Tiberius O'Leary—
Roman Counterspy!
Rome 106 B.C.

Senator Gaius Tobey assigned his best secret operative, Tiberius O'Leary, to crack down on gamblers who were fixing the spear-point spreads in the gladiator matches. The Romans had been shocked by the recent bribing of schoolboy athletes in the Colosseum!

Tiberius, working incognito, put on a zoot-toga and headed for a little poolroom just off the main drag, the Appian Way!

Inside the emporium, Marcus Sumatra, a dixieland lyre-player, crooned a tender refrain, "The Cry of the Wild Helvetian"! Tiberius quickly joined in a game of Roman Parchisi.

Amid cries of "You're faded, Brutus," "VII come XI," and "Baby needs a new pair of sandals," Tiberius raked in the chips! Suddenly, one of the heavy losers rapped Tiberius with a roll of denarii clenched in a closed fist. When Tiberius came to, the joint was raided by Chief Lucius Patton and the Forum Police, who put the bracchia on one and all!

Tiberius was thrown into solus confinement for 24 years and 8 months, despairing of ever fulfilling his secret mission. At this time, all men in Rome, between the ages of 18 and 25, received:

"Greetings from the Emperor! You are hereby ordered to report to local draft board MCXXV for a pre-induction physical!"

The Romans put Tiberius on their

shoulders and marched with him to the Grand Central Forum. They sang rousing choruses of "When Graccus Comes Marching Home Again," "The Chariot-Wheel of Fortune," "Bell Bottom Togas," "This is the Pedites, Mr. Tiberius," and "I'm a Roman Doodle Dandy"!!

At the draft board, Tiberius was immediately classified 1-A and sent to Fort Dixiebus for basic training.

At the fort, he was given a glass of milk; some gefuelte fish, and then an R.I. (Roman Issue) haircut. Now he was ready to relieve a Vestal Virgin for active duty!

He entered the Chemical Corps at the out-break of the Second Punic War. He was assigned to a place called Oak Ridge to carry on his explosive experiments.

Then the Romans invaded the White Cliffs of Dover! They discovered that the white cliffs were made of chalk, so they brought home a galley-full! The Roman Board of Education was elated! Roman students could write on their slates at last!

But the triumph of progress was short-lived! The kids were ruining their togas with chalk-dust. Tailors and cleaners were living off the fad of the land!!

Tiberius retired to his lab, and after 32 years of research, came out with an implement to clean slates. It was called . . . "Eradico Scribendi"!

But, as he emerged from his sanctuary with his wonderful discovery, Rome fell!!

And that's how ERASERS were born!

CRIME DEPT.! COME AWAY FROM YOUR FRESH PAINT HOMES ON TREE-LINED STREETS!...AWAY FROM YOUR CLEAN LINEN, YOUR GRADE-A MILK! COME TO THE GARBAGE-CANNED, BROKEN WINDOWED LAND OF THE UNDERWORLD! COME TO THE HOME OF THE GANGSTERS, GORILLAS, AND...

GANGERS!



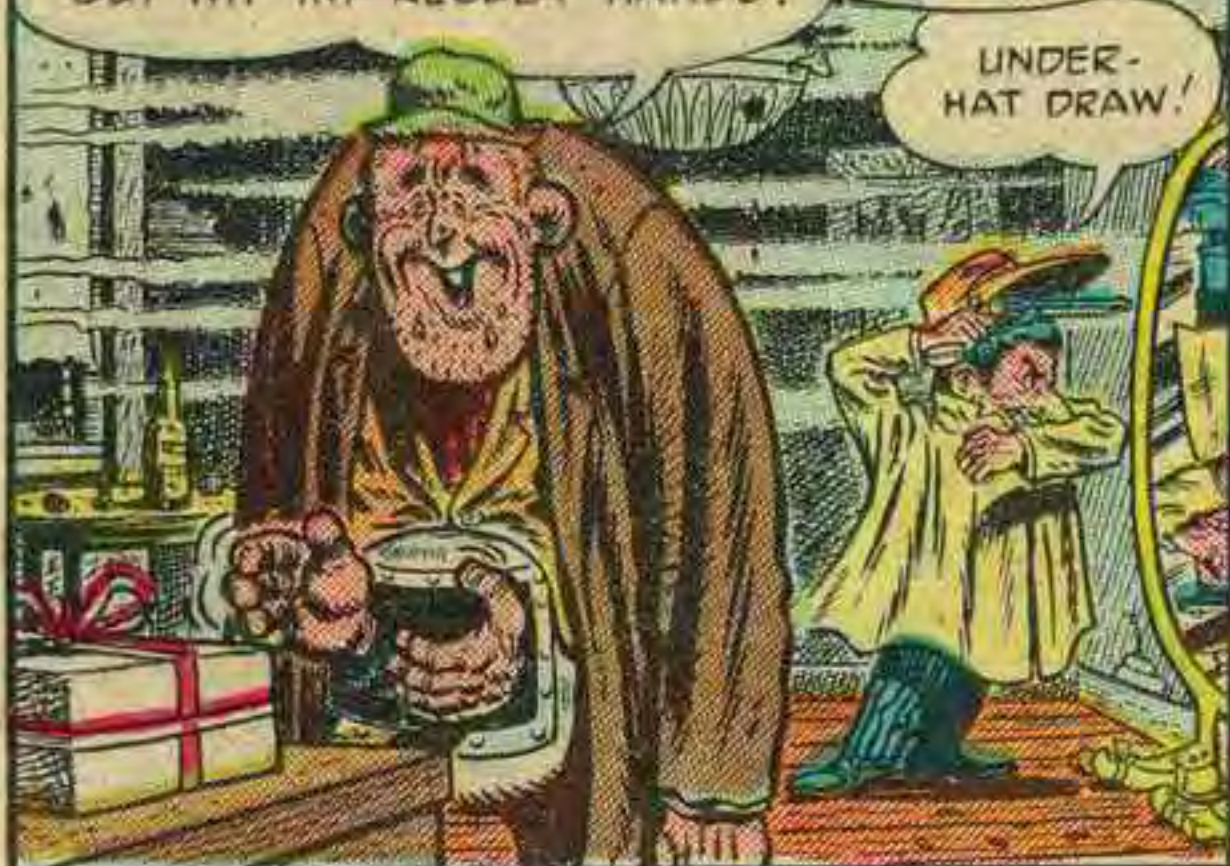
FOIST, WE CALLED DE MAYOR AN' TOLD HIM DAT HE GOTTA FORK OVER TEN GRAND OR WE'LL BUMP OFF HIS FAMILY! **DEN**, WE TOLD HIM HOW HE SHOULD LEAVE DE MONEY IN A BROWN PAPER PACKAGE ON TOLD AN' MAIN STREET! **DEN** I'M GONNA WALK OVA WIT DIS FAKE STOMACH TIED ON ME!



DEN, I'M GONNA PUT ON DIS COAT WIT' FAKE HANDS HANGIN' BY MY SIDES! **DEN**, I'M GONNA BE ABLE TO USE MY REGULA' HANDS! **DEN**, I'LL BE ABLE TO STICK MY REGULA' HANDS T'RU DIS HERE TRAP-DOOR IN DIS HERE PHONY STOMACH! **DEN** WE GOES TO TOLD AN' MAIN STREET!



DEN, I WALKS OVA TO DIS BROWN PAPER PACKAGE WHICH IS LAYIN' LIKE DAT SAMPLE PAPER PACKAGE IS LAYIN'! **DEN**, WHILE MY FAKE HANDS HANG BY MY SIDES, I REACHES OUT WIT' MY REGULA' HANDS!



DEN, I PULL DE REAL BROWN PACKAGE INTO MY STOMACH AND IN PLACE OF IT, I PUT A FAKE BROWN PACKAGE! **DEN**, IT LOOKS LIKE I NEVVA TOOK NO PACKAGE! **DEN**, IF DE COPS ARE WATCHIN', DEY DON'T KNOW NUTTIN'S HAPPENED!



DEN DEY WATCH AN' DEY WATCH... AN DEN DEY GET TIRED AN' TAKE HOME DE FAKE PACKAGE... WHICH DEY TINK IS DE REAL PACKAGE! **DEN** WHEN DEY OPEN IT, INSTEAD OF DEIR MONEY, DEY FIND A **STINK BOMB**!



A STINK BOMB!

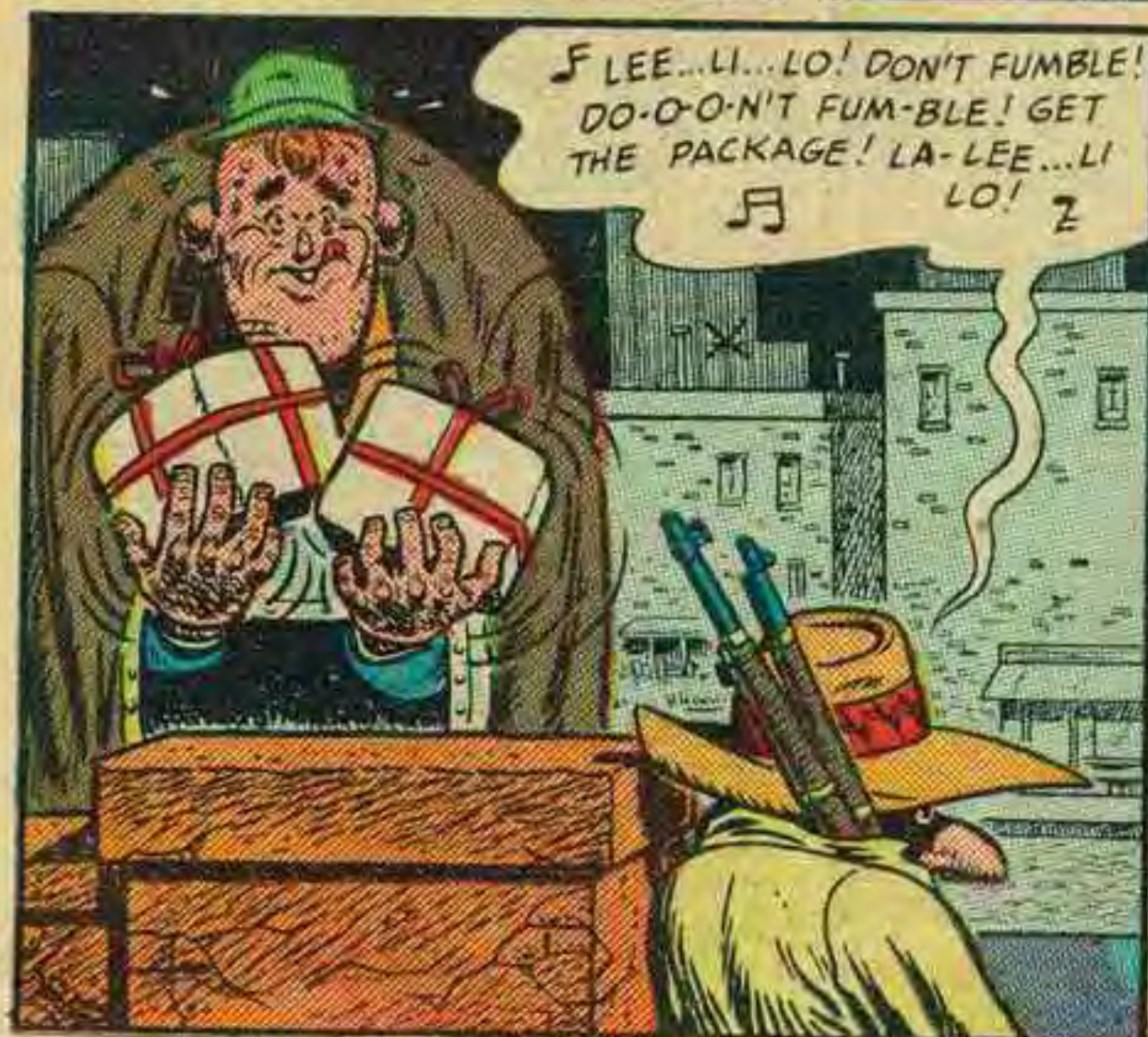
WHAT A GAG!

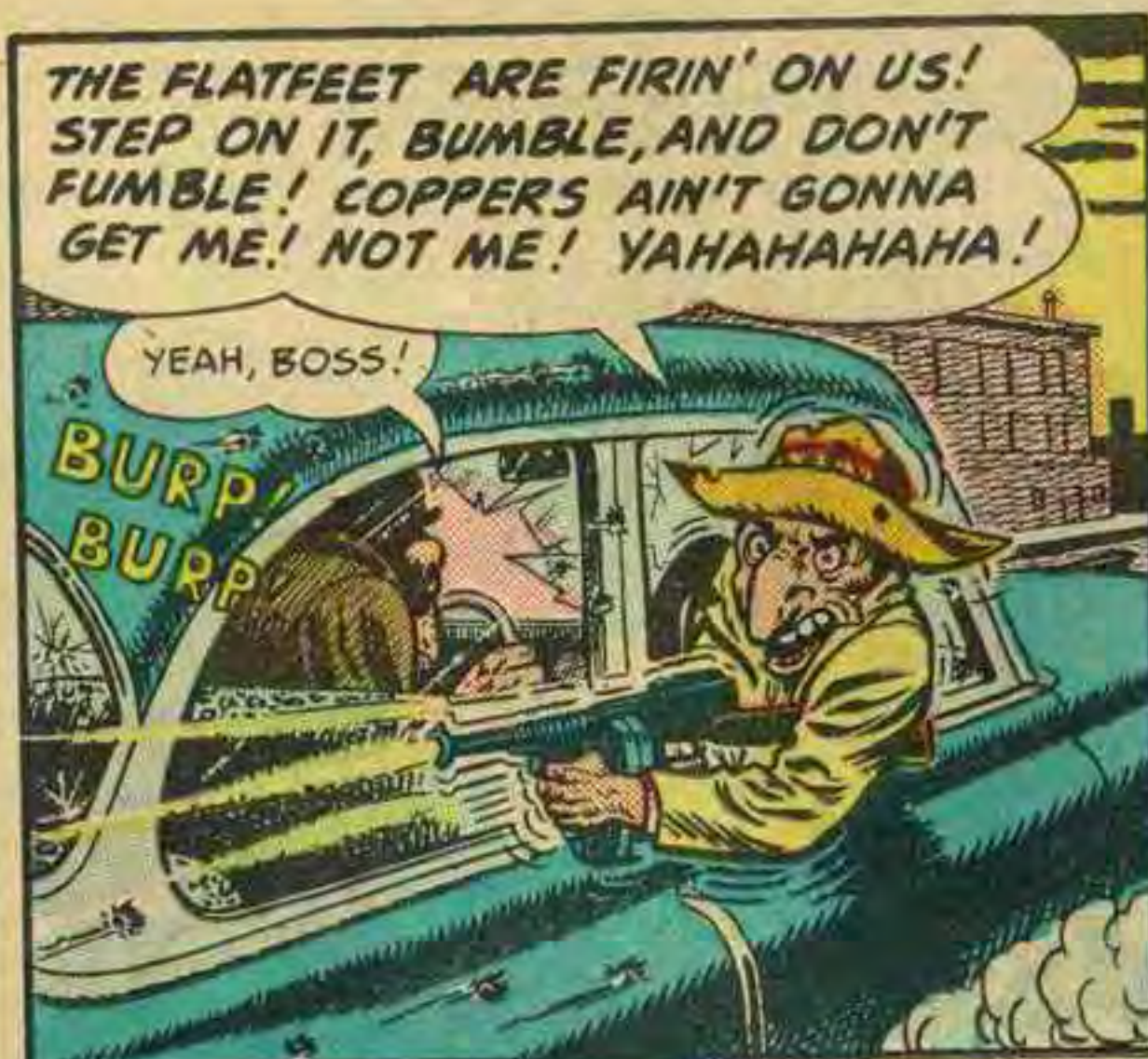


SHADDAP!

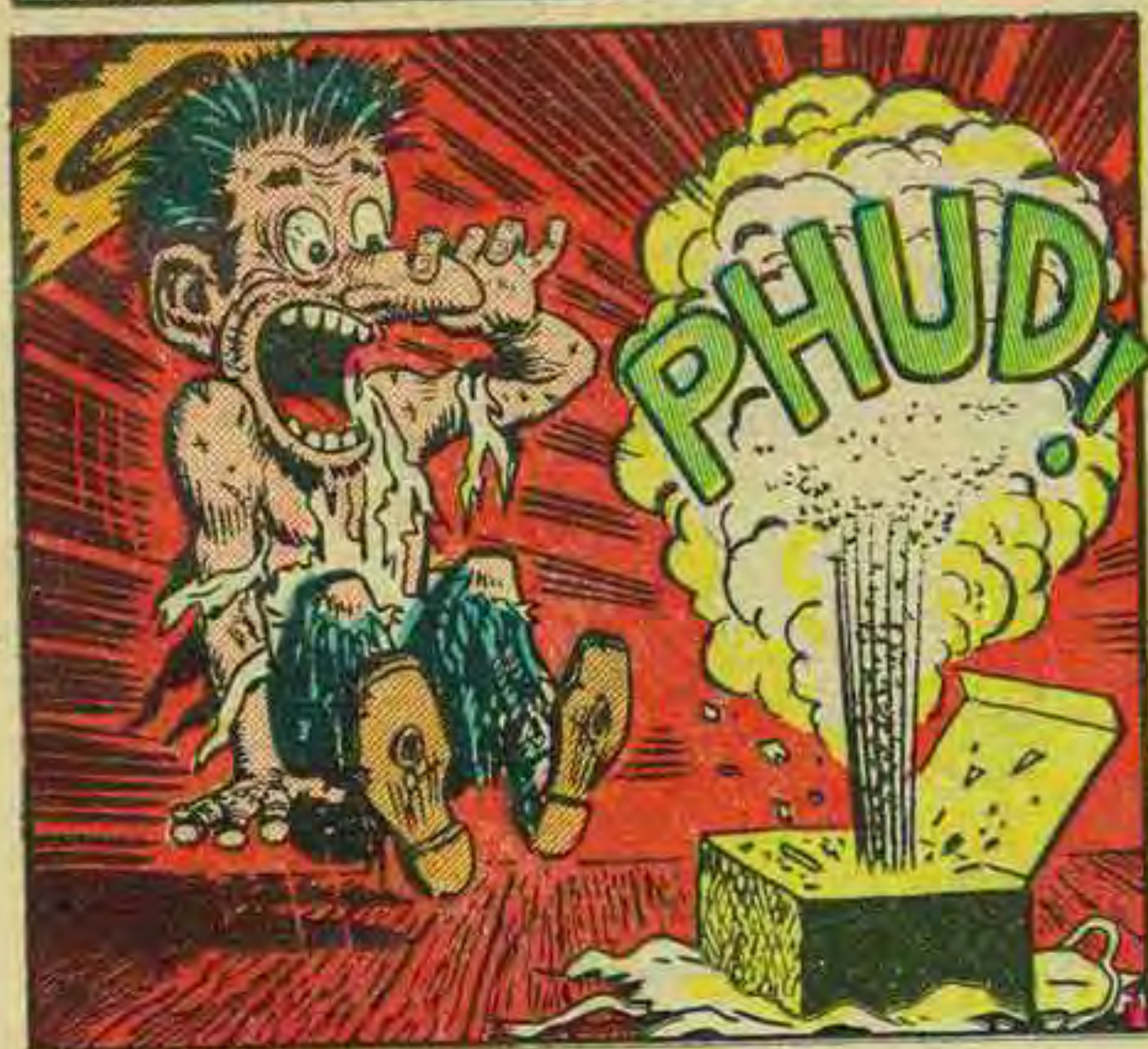
THE TIME HAS COME! SYN-CHRONISE YOUR WATCHES! 8... 7... 6... 5... 4... 3... 2... 1... HACK! LET'S GO!







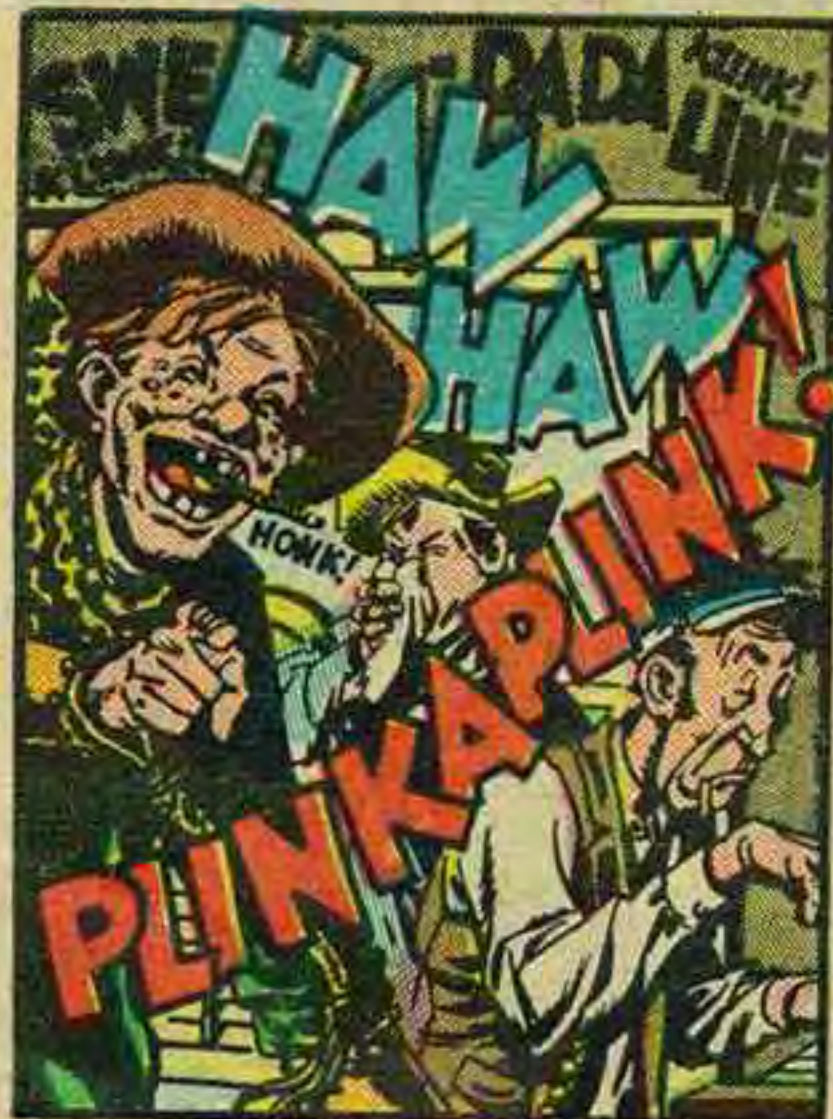




A FOUL STENCH OF A CELLULOID STINK BOMB
RISES INTO THE CLEAR OCEAN AIR! FOR, YOU SEE...
BUMBLE... FUMBLER!

WESTERN DEPT.: GIMME A DRINK, JOE, AN' LET ME TELL YOU A STORY 'BOUT THE ROOTINEST, TOOTINEST, STRAIGHTEST SHOOTINEST COWPOKE EVER TO RIDE THE PECOS TRAIL! YOU SEE... WHEN HE MADE UP HIS MIND TO DO SOMETHIN', HE DIDN'T CHANGE EASY... AN' WHAT HE MADE UP HIS MIND TO DO WUZ... TO KILL A...

J. SEYERIN





I BEEN RIDIN'... FER THE PAST Y'AR
SADDLE-SORE! 'CAUSE WHEN I
MAKES UP MUH MIND TO DO
SOMETHIN', I DON'T CHANGE
EASY! AN' I GOT MUH GUNS
STRAPPED ON 'CAUSE WHEN I FIND
THE VARMINT THAT SHOT MUH
BUDDY, AH'M GONNA GIVE 'IM THE
SAME CHANCET HE GAVE MELVIN!



I BEEN RIDIN'... 'CAUSE WHEN I
MAKES UP MUH MIND TO DO
SOMETHIN', I DON'T CHANGE
EASY! I DUG THE BULLET OUTTA
MELVIN! A .48 SLUG WITH A
TWISTY SCRATCH! I BEEN RIDIN'
CROSS'T THE PECOS TRAIL FOLLOW-
ING THE GUN THAT THAT THERE
BULLET CUM F'UM! AN' THE TRAIL
BRUNG ME BACK H'AR! H'AR TO
YUCCA-PUCCA GULCH!



I BEEN RIDIN'... 'CAUSE WHEN I
MAKES UP MUH MIND TO DO
SOMETHIN', I DON'T CHANGE
EASY! RIDIN' TILL I'M SADDLE-SORE,
SADDLE-SORE! I BEEN FOLLOWING
A .48 REVOLVER THAT MAKES A
TWISTY SCRATCH! I BEEN FOLLOWING
IT HERE TO THE MAN WHO OWNS
IT! A MAN BY THE NAME OF
KICKIMINABELLY KELLY!



HOWDY,
STRANGER!

I'M ...
KICKIMINA-
BELLY...
KELLY!



KICKIMINA-
BELLY
KELLY!

HOO
HAH!

THE FASTEST
DRAW WEST
OF LAREDO!

TEX
DON'T
HAVE
A CHANCE!

HE
WUZ
A
NICE
FELLER!



DUST OFF A PLOT ON
BOOT-HILL BOYS, 'CAUSE
I'M REACHIN' FOR
MY GU...



BLAM!
BLAM!
BLAM!
BLUDABL-BLAM!
BLAM!

...N!







BLABAM!

BLABAMBAM

RAT TATTATAT!

POW!

A yellow comic book panel filled with sound effects. The text includes: ACK! POW! ALK! RATATATTAT! BOING! WHOMP! WHOMP! KAWHOMP! ZOOO! BAM! and smaller words like POW, BOOM, and BAM.

WOW! WO HOPPEN? THE PIG-FACED KID IS IN THERE WITH TEX AN' AFORE THIS HYAR'S OVER, ONE MAN'S A-GOIN' TO BE ALIVE, AN T'OTHER'S GOIN' TO BE DAID!

**SOMEONE'S
COMING
OUT!**

**IT'S THE
PIG-FACED
KID!**

THE PIG-FACED
KID'S ALIVE
AND TEX IS
DAID!

NO,
NO!

TEX IS ALIVE
AND THE
PIG-FACED
KID IS DAID!

**NO!
NO!**

**SHUCKS!
WE'RE
ALL
MIXED UP!**

KLUNK!

TEX! TEX, MUH BOY! YOU'RE ALIVE!
HALLELUJAH! YOU ARE ALIVE!
COME TO YORE OL' PAL,
SADDLE-SORE, BOY!

CAIN'T UNDERSTAN'
IT, SADDLE-SORE! I
DIDN'T SEE NO .48 PISTOL
THAT MAKES A TWISTY SCRATCH
ON THE PIG-FACED... ON...
THE... PIG-FACED...

A .48 PISTOL THAT MAKES A TWISTY SCRATCH!
... SADDLE-SORE! I KNOW YOU LIKE
A PAPPY! YEW DONE RAISED ME F'UM
A COLT AN' TEACHED ME HOW TUH
SHOOT AN' RIDE! **BUT WHEN I
MAKES UP MUH MIND TO DO
SOMETHIN' I DON'T CHANGE
EASY!** GOT ANY PRAYERS TO
SAY, OL' MAN?

NO-NO,
TEX, BOY!

CHECK:
CLUE

DON'T DO IT, BOY! I WUZN'T THE VARMINT WHO KILLED MELVIN! BUT I DO KNOW WHO THE VARMINT WUZ! ALL THESE Y'ARS, WHILE YOU BEEN RIDIN', RIDIN', RIDIN', I BEEN A-KEEPIN' THE SECRET IN MUH OLD LEATHERY HEART! AN' NOW, (SNIFF) ... NOW I'M A-GONNA HAFTA TELL ALL (SNIFF)!

I WUZ THAR, THE NIGHT MELVIN WUZ KILLED! I WUZ THAR WHEN THIS VARMINT CAME WALKIN' OUT OF THE NIGHT... IN HIS LONG JOHNS, CARRYIN' A .48 THAT MADE A TWISTY SCRATCH! YUH SEE, THIS VARMINT WUZ WALKING IN HIS SLEEP.' AN' WHEN HE SHOT MELVIN, HE NEVER DONE KNOWNED WHAT HE DONE DONE 'CAUSE HE DONE WUZ ASLEEP ALL THE TIME!

AND THE NAME OF
THAT VARMINT...
THE NAME OF
THAT VARMINT WUZ
PSSST SST SST
PSSST SST!

WAAL... LIKE I SAID! WHEN I MAKES UP MUH MIND TO DO SOMETHIN', I DON'T CHANGE EASY!

CLICKETY! CLICKETY! CLICKETY!

WHO WAS IT? WHO WAS THE VARMINT THAT KILLED MELVIN? WHO DID TEX JUST SHOOT? TELL US! WE'RE DYIN'!

LOOK, FELLAS! THE SMOKE'S LIFTIN'! THAR'S A BODY ON THE FLOOR! IT'S... IT'S...

PLINKA PLUNK! PLINK! PLINK! PLINK!

POW!

GIMME A DRINK, JOE!

YEP... THAT'S WHO IT WUZ WHO KILLED MELVIN! IT WUZ TEX HISSELF! AN WHEN HE MADE UP HIS MIND TO DO SOMETHIN', HE DIDN'T CHANGE EASY!

THE ACTRESS
DIRTY ALF

THE ACTRESS
DIRTY ALF

REWARD
FOR
THE ARTIST
CAPTION OF

"DIRTY ALF"

Super POWERFUL!



LONG RANGE

MADE BY GERMAN ARTISANS

ONLY \$3.00
NOT \$10.00



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OF EXTRA COST TO YOU

A handsome SURPRISE FRIENDSHIP GIFT given with every pair of KLAROVIS. You'll be surprised and delighted. We do this to win you as a lifetime friend and customer. Tell your friends about us! This gift is yours to KEEP ALWAYS, even if you RETURN the KLAROVIS for full refund! Put your trust in this friendly company! Send coupon TODAY!

- 3 x 40 mm. Power Lenses
- Sharp Clear Views
- Smart, Modern Design
- Centre-Focusing Wheel
- Big Size and Big Power
- Satisfaction Guaranteed

SEND NO MONEY — Try at our risk!

Here's a LIFETIME BARGAIN for you! Compare with domestic binoculars selling up to 10.00 for clarity, light weight and rugged construction! Just look thru them once and you'll be convinced of their quality. You will be thrilled with the GERMAN KLARO-VIS lens that give you TERRIFIC MAGNIFICATION POWER, a wide field of view and sharp, brilliant detail! Smooth SYNCHRONIZED centre focusing mechanism gives you quick, easy adjustments. Light weight — easy to carry with you — yet they are so STRONGLY made that it is virtually IMPOSSIBLE TO BREAK THEM in normal use! Yes, this is what you have always wanted — now yours at an unbelievably LOW PRICE — while they last!

BIG SIZE — BIG POWER — BIG VALUE

Please do not confuse the KLARO-VIS with crudely made Binoculars claiming 18 MILE RANGES! These are NEW and so DIFFERENT, made by GERMAN ARTISANS. You receive BIG POWER, BIG SIZE and a BIG, LIFETIME BARGAIN!

A LIFETIME OF THRILLS AWAITS YOU!

When you own this power-packed instrument, distances seem to melt away... you always have a "ringside" seat at boxing matches, races, baseball or football. You get an intimate view of nature, the sky at night, distant sunsets, birds and wild animals, distant boats, seashore scenes, etc. You see what your neighbors are doing (without being seen). Carry them with you on hunting trips too!

FREE TRIAL OFFER — ENJOY AT OUR RISK!

We want to send you a pair of these super-power glasses for you to examine and enjoy for ONE WHOLE WEEK — without obligation.

You take no chances. Test them... use them as you like. Compare them for value and power with binoculars selling up to 10.00. Then YOU be the JUDGE! If you're not thrilled, then return and get your MONEY BACK! Don't send ONE PENNY — pay postman only 3.00 plus postage on arrival. Do it today — WHILE SUPPLY LASTS. Don't miss the fun and thrills another day. RUSH THE TRIAL COUPON RIGHT NOW.

MAIL COUPON FOR HOME TRIAL!

CONSUMERS MART, Dept. 38-K-134

131 West 33rd Street New York 1, N. Y.

GENTLEMEN: RUSH your guaranteed KLAROVIS Super Power Field Glasses for a whole week's home trial — FREE of obligation and your SURPRISE FRIENDSHIP GIFT. I will pay postman 3.00 plus postage on arrival. I shall enjoy them, and use them for a whole week and if not satisfied with this thrilling bargain, you are to send my 3.00 back. The surprise Friendship Gift is mine to KEEP even if I return the KLAROVIS!

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ADDRESS _____

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SILVER TROPHY
JUST AS I DID IN
10 MINUTES
OF FUN
A DAY!



I GAINED 53 LBS. OF SHAPELY POWER-PACKED MUSCLES!

Which of these

2 ME'S is YOU?

THAT 112 LB.-6 FT.

SPINDLE-
ARMED **SISSY** below
A FEW SHORT WEEKS AGO

THIS MAY BE
YOUR LAST
CHANCE

TO GET FOR
ALL 5 **10c**

PICTURE
PACKED COURSES
MILLIONS HAVE
BEEN SOLD FOR
\$1 AND MORE

When I enrolled I was a skinny, sick weakling. As you can see in my "Before" Photo I looked like a child... years younger than my age. I was ashamed to take a picture in bathing trunks as I do now. I was shy with girls because I had nothing to show off. A few weeks after starting the Jowett Course my body was the best in the neighborhood. Now I get respect and admiration from every fellow and girl I meet.

Roger D. Hirsch
NEW YORK

There's that
skinny scarecrow
ROGER. Let's
pass him by!



ROGER HIRSCH
was a 112 lb. 6 ft. WEAKLING.
Look at him NOW—
A MOVIE-STAR HE-MAN
from Head to Toe

as **YOU**
can be
soon!

Roger
Hirsch
before

NO! friend you
don't have to be
SKINNY any more
just mail **NOW**
the **FREE**
coupon below
as I did. Soon
YOU can add

6 1/2 inches to your **CHEST**
3 inches to each **ARM**
and the rest
in proportion
just as I did.

How to Build
MIGHTY
ARMS

How to Build
A MIGHTY
BACK

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A MIGHTY
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MIGHTY
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"Champion of
Champions"
4 times Winner
Perfect
Man Contest

Come on, **PAL**, NOW
YOU GIVE ME
10 PLEASANT MINUTES A
DAY IN YOUR HOME... AND I'LL GIVE
YOU a **NEW HE-MAN BODY**
For Your **OLD SKELETON FRAME**.

says *George F. Jowett* World's Greatest
Builder of HE-MEN

NO! I don't care how skinny or flabby you are; if you're a teen-ager, in your 20's or 30's or over; if you're short or tall, or what work you do. All I want is **JUST 10 EXCITING MINUTES** in your home to **MAKE YOU OVER** by the **SAME METHOD** I turned myself from a wreck to a Champion of Champions.

YES! You'll see **INCH** upon **INCH** of **MIGHTY MUSCLE** added to **YOUR ARMS**. Your **CHEST** deepened. Your **BACK AND SHOULDERS** broadened. From head to heels, you'll gain **SOLIDITY, SIZE, POWER, SPEED!** You'll become an **ALL-Around, ALL-American HE-MAN**, A **WINNER** in everything you tackle—or my Training won't cost you one solitary cent.

Develop **YOUR 520 MUSCLES**
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